

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (currently amended): A support server that supports a determination of a providing route for providing of a content, provided via a communication network, from a content providing terminal that provides a content, to a content user terminal, that is placed in a facility where the content is to be used, comprising:

a receiving unit that receives, from the content providing terminal, facility condition information, that shows showing a at least one condition to be met by a facility where the content is to be used, provided by the content providing terminal and that receives a plurality of facility information, provided by from content user terminals, via the communication network;

a storing unit that stores the facility condition information and the plurality of facility information, received by said receiving unit; and

a providing destination selecting unit that extracts facility information that specifies a facility that meets the at least one condition shown by the facility condition information, from the plurality of facility information stored in said storing unit, and selects a content user terminal, placed at the facility specified by the extracted facility information, as the providing destination of the content.

2. (currently amended): The support server according to claim 1, wherein:

said receiving unit receives, from said content providing terminal, advertising agent condition information, ~~provided by said content providing terminal, that shows~~ showing a at least one condition to be met by ~~of an advertising agent from which to request~~ advertisement of the content is to be requested, and that receives a plurality of advertising agent information, ~~provided by~~ from advertising agent terminals managed by advertising agents that advertise contents, ~~showing said advertising agent information showing an~~ advertisement ability of the advertising agents,

said storing unit stores the advertising agent condition information and the plurality of advertising agent information, which said receiving unit received; and

said support server further comprises an advertising agent selecting unit, ~~which that~~ extracts advertising agent information that specifies an advertising agent that meets the at least one condition shown by the advertising agent condition information, from the plurality of advertising agent information stored in the storing unit, and selects ~~an~~ the advertising agent specified by the extracted ~~advertising agent~~ information, as the advertising agent from which to request advertisement of the content is to be requested.

3. (original): The support server according to claim 2, wherein said content is film data used for running a film.

4. (currently amended): A support server that supports a determination of a providing route for providing of a content, ~~provided~~ via a communication network, from a content providing terminal that provides a content to a content user terminal; that is placed in a facility where the content is to be used, comprising:

a receiving unit that receives a plurality of content information, ~~provided by from~~ content providing terminals and that receives content condition information ~~that shows~~ shows at least one condition to be met by ~~condition of~~ a content that is to be an advertising target of an advertising agent, ~~provided by from~~ an advertising agent terminal managed by ~~an~~ the advertising agent that advertises a content, via the communication network;

a storing unit that stores the plurality of content information and the content condition information, received by said receiving unit; and

an advertisement target content selecting unit that extracts ~~content~~ information that specifies a content that meets the at least one condition shown by the content condition information, from the plurality of content information stored in said storing unit, and selects ~~at the~~ content specified by the extracted ~~content~~ information, as the content to be advertised by the advertising agent.

5. (currently amended): The support server according to claim 4, wherein:  
said receiving unit receives facility condition information, ~~from~~ provided by said advertising agent terminal; ~~that shows~~ showing at least one condition to be met by of a facility

where the advertised content is to be used; and that receives a plurality of facility information;  
~~provided by~~from content user terminals;

said storing unit stores the facility condition information and the plurality of facility information, which said receiving unit received; and

said support server further comprises a providing destination selecting unit, ~~which~~ that extracts ~~facility~~ information that specifies a facility that meets the at least one condition shown by the facility condition information; from the plurality of facility information stored in the storing unit, and selects a content user terminal, placed at ~~a~~the facility specified by the extracted ~~facility~~ information; as the providing destination of the content that the advertising agent advertises.

6. (original): The support server according to claim 5, wherein said content is film data used for running a film.

7. (currently amended): A support server that supports a determination of a ~~providing-route for providing of~~ a content, ~~provided~~ via a communication network; from a content providing terminal that provides a content to a content user terminal; placed in a facility where the content is to be used, comprising:

a receiving unit that receives a plurality of content information; ~~from~~ ~~provided by~~ said content providing terminals, and that receives content condition information; ~~provided by~~ ~~from~~

said content user terminal; ~~that shows showing~~ at least one condition to be met by of the  
content that is to be a target to be used in the facility; via the communication network;

a storing unit that stores the content condition information and the plurality of content  
information, received by said receiving unit; and

a providing content selecting unit that extracts ~~content~~ information that specifies a  
content that meets the at least one condition shown by the content condition information; from  
the plurality of content information stored in said storing unit, and selects ~~at the~~ content specified  
by the extracted ~~content~~ information; as the content to provide to said content user terminal.

8. (currently amended): The support server according to claim 7, wherein:

said receiving unit receives advertising agent condition information; ~~provided by from~~  
said content user terminal; ~~that showing a~~ shows at least one condition to be met by an  
advertising agent ~~to request from which~~ advertisement of said content is to be requested, and ~~that~~  
receives a plurality of advertising agent information ~~that shows showing an~~ advertising ability of  
advertising agents; ~~provided by from~~ advertising agent terminals managed by the advertising  
agents that advertise contents;

said storing unit stores the advertising agent condition information and the plurality of  
advertising agent information, which said receiving unit received; and

said support server ~~urther~~ further comprises an advertising agent selecting unit; ~~which that~~  
extracts ~~advertising agent~~ information that specifies a advertising agent that meets the condition  
shown by the advertising agent condition information; from the plurality of advertising agent

information stored in the storing unit, and that selects ~~an~~the advertising agent specified by the extracted advertising agent information, as the advertising agent from which to request advertisement of the content that is to be used in said facility is to be requested.

9. (currently amended): The support server according to claim ~~5~~8, wherein said content is film data used for running a film.

10. (currently amended): A support method that supports a determination of a ~~providing route~~ for providing a content, ~~provided~~ via a communication network, from a content providing terminal that provides a content to a content user terminal, that is placed in a facility where the content is to be used, comprising:

receiving, from said content providing terminal, the facility condition information that ~~show~~showing a at least one condition to be met by ~~of the~~ a facility where the content is to be used, ~~provided by said content providing terminal~~, and that receives a plurality of facility information, ~~provided by~~ from said content user terminals, via the communication network;

storing the facility condition information and the plurality of facility information received in said receiving; and

extracting ~~facility~~ information that specifies a facility that meets the at least one condition shown by the facility condition information, from the plurality of facility information stored in said storing, and selecting a content user terminal, placed in ~~a~~the facility specified by the extracted ~~facility~~ information, as the providing destination of the content.

11. (currently amended): The support method according to claim 10, wherein:

said receiving comprises receiving, from said content providing terminal, advertising agent condition information that shows, showing a at least one condition of to be met by an advertising agent to request from which advertisement of said content is to be requested, provided by said content providing terminal and receiving a plurality of advertising agent information showing that show an advertising ability of advertising agents, provided by from advertising agent terminals managed by the advertising agents, which are to that advertise contents;

said storing comprises storing the advertising agent condition information and the plurality of advertising agent information, received in said receiving; and

said support method further comprises extracting ~~advertising agent information that~~ specifies an advertising agent that meets the at least one condition shown by the advertising agent condition information, from the plurality of advertising agent information stored in said storing, and selecting ~~the an~~ advertising agent specified by the extracted ~~advertising information,~~ as the advertising agent to request from which advertisement of said content is to be requested.

12. (currently amended): A support method that supports a determination of a ~~providing route for providing of a content, provided~~ via a communication network, from a content providing terminal that provides a content to a content user terminal, that is placed in a facility where the content is to be used, comprising:

receiving a plurality of content information ~~provided by~~ from said content providing terminals and content condition information ~~that shows~~ showing a at least one condition to be met ~~by of the~~ a content that is to be the advertising target, ~~provided by~~ of an advertising agent from an advertising agent terminal managed by ~~an~~ the advertising agent ~~that is to advertise~~ advertises a content;

storing the plurality of content information and the content condition information, received in said receiving; and

extracting ~~content~~ information that specifies a content that meets the at least one condition shown by the content condition information; from the plurality of content information stored in said storing, and selecting ~~a~~ the content specified by the extracted ~~content~~ information; as the content to be advertised by said advertising agent.

13. (currently amended): The support method according to claim 12, wherein:

said receiving comprises receiving facility condition information ~~that shows~~ showing a at least one condition to be met by ~~a of the~~ facility where the ~~to use the~~ advertised content is to be ~~advertised~~ used from, ~~provided by~~ said advertising agent terminal and a plurality of facility information ~~from~~ provided by the content user terminals, ~~which are~~ placed in facilities where a content is to be used;

said storing comprises storing the facility condition information and the plurality of facility information received in said receiving; and



said support method further comprises extracting ~~facility~~ information that specifies a facility that meets the at least one condition shown by the facility condition information; from the plurality of facility information stored in said storing, and selecting a content user terminal placed in ~~the~~ facility specified by the extracted ~~facility~~ information; as the providing destination of the content that is to be advertised by said advertising agent.

14. (currently amended): A support method that supports a determination of a ~~providing route for providing of~~ a content, ~~provided~~ via a communication network; from a content providing terminal that provides a content to a content user terminal; placed in a facility where the content is to be used, comprising:

receiving a plurality of content information ~~from provided by~~ content providing terminals and content condition information that show~~showing a~~ at least one condition to be met by ~~of~~ a content that is a target to be used in the facility; ~~provided by~~ from said content user terminal; via said communication network;

storing the plurality of content information and the content condition information received in said receiving; and

extracting ~~content~~ information that specifies a content that meets the at least one condition shown by the content condition information; from the plurality of content information stored in said storing, and selecting ~~at~~ the content specified by the extracted ~~content~~ information; as the content to be provided to said content user terminal.

15. (currently amended): The support method according to claim 14, wherein:  
said receiving comprises receiving, from said content user terminal, advertising agent condition information that shows~~showing~~ a at least one condition to be met by of an advertising agent from which~~to request~~ advertisement of the content is to be requested, ~~provided by said content user terminal~~ and receiving advertising agent information showing an advertisement ability of advertising agents, ~~provided by~~ from advertising agent terminals managed by the advertising agents that advertise contents;

said storing comprises storing the advertising agent condition information and the plurality of advertising agent information received in said receiving; and

said support method further comprises extracting ~~advertising agent information that~~ specifies a advertising agent that meets the at least one condition shown by the advertising agent condition information, from the plurality of advertising agent information stored in said storing, and selecting ~~an~~the advertising agent specified by the extracted ~~advertising agent information~~, as the advertising agent ~~to request~~from which advertisement of the content that is to be used in said facility is to be requested.

16. (currently amended): A tangible computer readable medium having computer instructions for enabling a computer executing the computer instructions to perform a support method program that supports a determination of a providing route ~~offor~~ for providing a content, ~~provided~~ via a communication network, from a content providing terminal that provides a

content to a content user terminal; that is placed in a facility where the content is to be used, and  
~~controls a computer to execute~~said method comprising:

receiving, ~~from said content providing terminal, the~~ facility condition information that  
shows at least one a-condition to be met by of the facility, ~~which where~~ said content is to be  
used, ~~provided by said content providing terminal and receiving a plurality of content~~ facility  
information provided by said content user terminals; via said communication network;

storing the facility condition information and the plurality of facility information received  
in said receiving; and

extracting ~~facility~~ information that specifies a facility that meets the at least one condition  
shown by the facility condition information; from the plurality of facility information stored in  
said storing, and selecting a content user terminal placed in a facility specified by the  
extracted ~~facility~~ information; as the providing destination of said content ~~that said advertising~~  
agent advertises.

17. (currently amended): A tangible computer readable medium having computer  
instructions for enabling a computer executing the computer instructions to perform a support  
method program that supports a determination of a providing route for providing of a content;  
~~provided~~ via a communication network; from a content providing terminal that provides a  
content to a content user terminal; that is placed in a facility where the content is to be used, and  
~~controls a computer to execute~~said method comprising:

receiving a plurality of content information ~~provided by said~~ from content providing terminals and receiving, from an advertising agent terminal managed by an advertising agent, content condition information that shows~~showing a~~ at least one condition to be met by a ~~of the~~ content that is to be the advertising target, ~~provided by an advertising agent terminal managed by~~ of the ~~an~~ advertising agent that advertises a content;

storing said plurality of content information and said content condition information received in said receiving; and

extracting ~~content~~ information that specifies a content that meets the at least one condition shown by said content condition information; from said plurality of content information stored in said storing, and selecting the content specified by the extracted content information; as the content that is to be advertised by said advertising agent ~~advertises~~.

18. (currently amended): A tangible computer readable medium having computer instructions for enabling a computer executing the computer instructions to perform a support method-program that supports a determination of a providing route for providing ~~of a~~ content; ~~provided~~ via a communication network; from a content providing terminal that provides a content to a content user terminal; that is placed in a facility where the content is to be used, and ~~controls a computer to execute~~ said method comprising:

receiving a plurality of content information ~~provided by~~ from content providing terminals and receiving, from said content user terminal of said facility, content condition information that

~~shows showing~~ at least one condition to be met by ~~of a content that is to be a target to be used in~~  
the facility, ~~provided by the content user terminal,~~ via said communication network;

storing the plurality of content information and said content condition information  
received in said receiving; and

extracting ~~content~~ information that specifies a content that meets the at least one  
condition shown by the content condition information; from the plurality of content information  
stored in said storing, and selecting the content specified by the extracted content information;  
as the content to be provided to said content user terminal.

19. (new): A support server that determines a route for distributing content via a  
communication network from a content provider that provides a content to a content user  
terminal placed in a facility where the content is to be used, comprising:

a receiving unit that receives, from a content provider, facility prerequisite data that  
specifies at least one prerequisite to be met by a facility where the content is to be used and that  
receives facility data from a plurality of content users of facilities;

a storing unit that stores the received facility prerequisite data and the received facility  
data; and

a destination selecting unit that selects, based on the stored facility data, a facility that  
meets the at least one prerequisite specified by the stored facility prerequisite data, and that  
selects, based on information extracted from the stored facility data, a content user terminal  
placed at the selected facility as the destination of the content.

20. (new): A support server that determines a route for distributing content via a communication network from a content provider that provides a content to a content user terminal placed in a facility where the content is to be used, comprising:

a receiving unit that receives, from an advertising agent, content prerequisite data that specifies at least one prerequisite to be met by a content that is to be an advertising target of the advertising agent and that receives content data from a plurality of content providers;

a storing unit that stores the received content prerequisite data and the received content data; and

an advertisement target selecting unit that selects, based on the stored content data, a content that meets the at least one prerequisite specified by the content prerequisite data as the content to be advertised by the advertising agent.

21. (new): A support server that determines a route for distributing content via a communication network from a content provider that provides a content to a content user terminal placed in a facility where the content is to be used, comprising:

a receiving unit that receives content data from a plurality of content providers and that receives content prerequisite data from a content user of a facility that specifies at least one prerequisite to be met by a content that is to be used in the facility;

a storing unit that stores the received content data and the received content prerequisite data; and

a content selecting unit that selects, based on said stored content data, a content that meets the at least one prerequisite specified by the content prerequisite data as the content to provide to a content user terminal of the facility of the content user.